Subject: Re: Detailed Survey Results Businesses in Downtown SP and Ports O' Call
From: Lorena Parker <lparker@sanpedrobid.com>
Date: 02/17/2016 12:40 PM
To: Jonathan Williams <jwilliams@labattleship.com>
CC: Andy Pham <apham@sanpedrobid.com>, "Bezmalinovich, Augie" <ABezmalinovich@portla.org>, eric eisenberg <ericeoban@gmail.com>

Jonathan,

Thank you for your email. The business survey results that were compiled only relate to the businesses, hours, days of operation, cash card participation, etc.

We have also just developed a visitor survey which was presented to the Marketing Committee. We used all of the questions you suggested. We are making a few minor changes and will begin implementing this week.

You and I have collaborated numerous times on tourism. I value your judgement, have listened to your feedback and have implemented all of the suggestions you have given me. As you requested, I have also created a year-long calendar with all of the busy times of the year. I have altered the tourism operators according to the schedule you gave me so that they are only out there when there are visitors.

At the Marketing Committee meeting yesterday, I introduced all of the ideas you presented to me (i.e., LA Waterfront, the PR firm, CTA program, etc.) I will fill you in when you get back.

I hope that this explanation of the different surveys we are conducting provides answers to your email. I look forward to meeting with you to further discuss upon your return.

I hope you are having a nice vacation.

Best regards,

Lorena Parker
Executive Director
San Pedro Historic Waterfront
Business Improvement District
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On Tue, Feb 16, 2016 at 7:30 PM, Jonathan Williams

<jwilliams@labattleship.com> wrote:

> Lorena and Andy-
>
> I appreciate the work that went into this report.
>
> I do want to make my concerns heard, which is the fact that while we are in the PBID district - there is no mention anywhere in this report on the area by the IOWA nor programming. We continue to offer programming for the community on our dime - with no issue - but would like to see more involvement by the district we are represented by. We participated in the $5 off card by handing out the vast majority of them to visitors and have provided no cost rent to the kiosk pierside since we opened.
>
> My desire would be a closer collaboration that embodies the entire district.
>
> Jonathan
>
> On Tue, Feb 16, 2016 at 6:13 PM, Lorena Parker <lparker@sanpedrobid.com> wrote:
>
> > Good afternoon,
> >
> > As we discussed in the Marketing Committee this morning, here are the results of the business survey.
> >
> > Best regards,
> >
> > Lorena Parker
> > *Executive Director*
> > **San Pedro Historic Waterfront**
> > **Business Improvement District**
> > 390 W. 7th Street | San Pedro, CA 90731
> > T 310.832.2183 | F 310.832.0685
> > Lparker@sanpedrobid.com
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Kind Regards,

Jonathan Williams
President & CEO

Pacific Battleship Center
Battleship IOWA Museum

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